



Traffic, Transit and Commute Info

California 511 Workshop ***March 4, 2008***

Creative Funding





Introduction

- **History of Traveler Information in the San Diego Region**
- **Current 511 Traveler Information System**
- **Strategic Business Plan - 511 System**



Caltrans District 11 Traffic site

- Only available on the Web
- Not a complete regional picture
 - No alternate transportation
 - No travel times
- No Private Entity developing inclusive service

SANDAG Ridelink

- Contained information on vanpool and carpool

Transit Agencies – MTS/NCTD

- Transit schedules information





Current 511 System

511 Traveler Information System

- A Complete Regional Picture
- Web site, TV Broadcast and Phone
- New Features:
 - Real-time Driving Estimates
 - Real-Time Bus Arrivals
 - Roadside Aide
 - Incident Information
 - Closed Circuit Television
 - Traffic information to your desktop or cell phone (RSS Feed)





Future Vision

- **Promote all modes, all roads, all the time to relieve congestion**
 - Report cost, time and quality to commuters
- **Centralize all SANDAG services**
 - FasTrak, Freeway Service Patrol, Ridelink
- **Integrate additional transportation services**
 - Shuttles, taxis and tow services
- **Customize service to regional commuters**
 - i511



- **Funding of on-going operations and maintenance (\$1 million)**
- **Funding sources – currently all public**
- **Adding additional features**

SANDAG Staff starts evaluating revenue generating alternatives



Strategic Business Plan

- **Determine the direction for the 511 Program Services.**
- **Aspects to consider in evaluating SANDAG Strategy:**
 - **Assets**
 - **Strengths and Weaknesses**
 - **Ability to cover program and operational costs**



- 1. Promote transportation alternatives to travelers**
- 2. Provide one-stop location for all commute and travel information**
- 3. Create brand awareness of 511**
- 4. Explore commercial opportunities to reduce public sector funding**



Program Assets

- **Web site**
- **Telephone Access**
- **TV Broadcast**
- **Cameras/Broadcast Feed**
- **Traveler Information Feed (TIF)**



- **Advertising/Sponsorship**
- **Menu Placement/Referral Service**
- **Regional Traveler Information Feed**
- **Private Sector Products and Services**



Strategies

- **Advertising/Sponsorship**
- **Menu Placement/Referral Service**
- Regional Traveler Information Feed
- Private Sector Products and Services





Adverting/Sponsorship

- **Promote products or services through the 511 Assets**
- **Revenue is closely correlated with the number of customers using our services.**
- **Additional opportunities to leverage this strategy include:**
 - **Updated information provided to your phone or Web site, called a RSS Feed**
 - **Goods Movement Operations for trucking and freight movement companies**





Menu Placement/Referral

- **Transportation services, such as taxis, tow trucks or shuttles, would pay a fee for 511 customers referred to them.**
- **Place menu option for these services on Web and phone**
- **Currently partnering with Roadside Aid**



San Diego Traffic, Transit, & Commute Info

Click. Call. Connect.

Search: Go

Menu Placement/ Referrals (points to the left sidebar menu)

- 511 Information >>
- Airport >>
- Rail >>
- Roadside Aid >>
- Border Crossing >>
- Weather >>
- Privacy
- Accessibility

Advertising/ Sponsorship (points to the right sidebar ads)

Real Time Traffic Conditions

Oceanside, Carlsbad, Escondido, San Diego, Chula Vista

Legend: No congestion (green), Heavy (red), No data (grey), Moderate (yellow), Stop and go (black)

Current Driving Times

- > Sorrento Valley to Oceanside: 21 minutes
- > Downtown San Diego to Oceanside: 34 minutes
- > Sorrento Valley to Escondido: 21 minutes
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- > Sorrento Valley to Chula Vista: 29 minutes

Transit Trip Planner

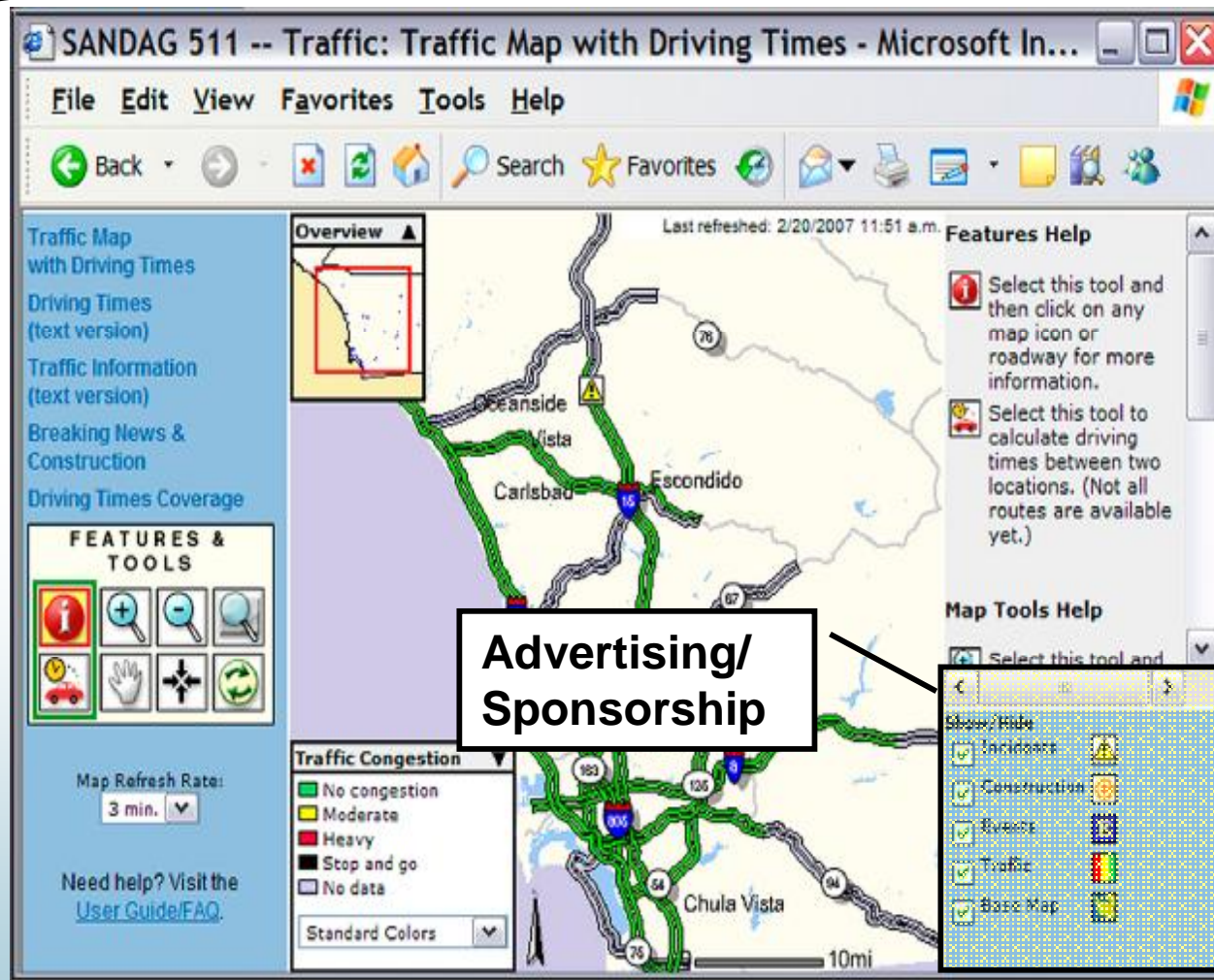
From:
To:
Date: 2 / 22 / 2008
Time: 4 : 45 PM
Departure: ☒ Arrival: ☐
Plan Trip

Advertisements:

- Diamond Awards
- Join a Vanpool! VPSI Computer Transpore 1-800-VAN-POOL
- Celebrate Ridesharing!
- Improve Your Commute RideLink
- Get On The FastTrack

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**Advertising/
Sponsorship**

INCIDENT - NB I-5 JUST NORTH OF LOMAS SANTA FE DR
 * TRAFFIC HAZARD
 * AREA: OCEANSIDE
 REPORTED AT 5:20 PM

Camera 4 in San Diego

136-61 AT JACKSON

INCIDENTS
 LANE CLOSURES

- **511 Content Management Tool**
can add advertising -
“Brought to you by AAA”
- **Add options for roadside assistance, taxis, shuttles, etc.**





Regional Data Feed - TIF

- **Access secure real-time TIF feed for a fee.**
- **Currently traffic data is free through Caltrans**
- **“Delivering Decision Quality Transportation Information to Customers” explores business options**





Private Sector Products and Services

- Utilizing the 511 assets develop and deploy business solutions
- Business entities would come to us, or be solicited by consultants, to provide new service
- Revenue would offset program expenses and support regional transportation data collection
- Services include, tailoring or customization of SANDAG 511 assets.



- **Gain approval of Advertising Policy**
- **Work with our Consultants to attract advertisers**
- **Structure the 511 Assets for advertising and menu placement**



Traffic, Transit and Travel Info

Click. Call. Connect.

511 - On The Phone

511sd.com - On The Web

511 Public Access Cable TV





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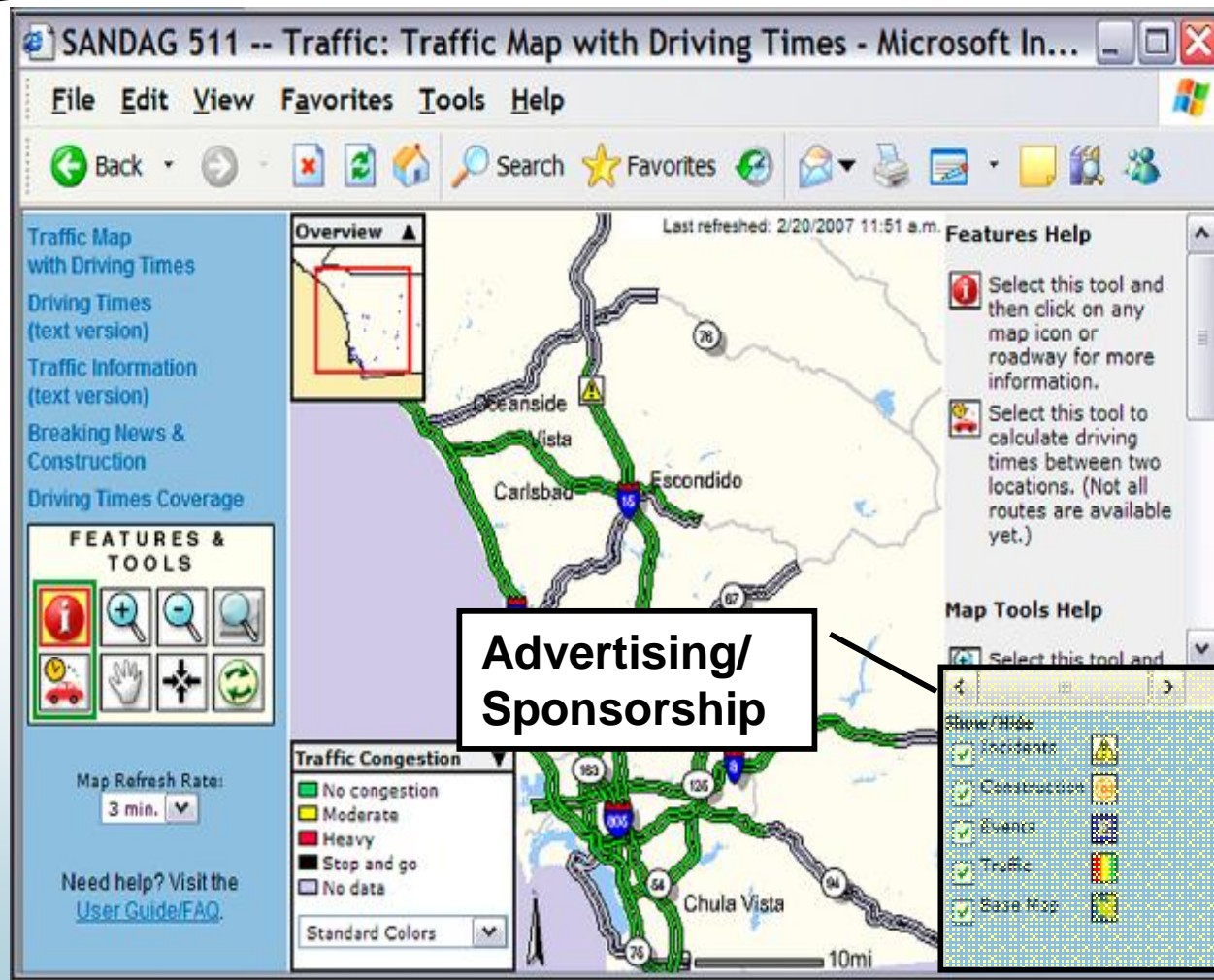
From:
To:
Date: 2/22/2008
Time: 4:45 PM
Departure: ☒ Arrival: ☐
Plan Trip

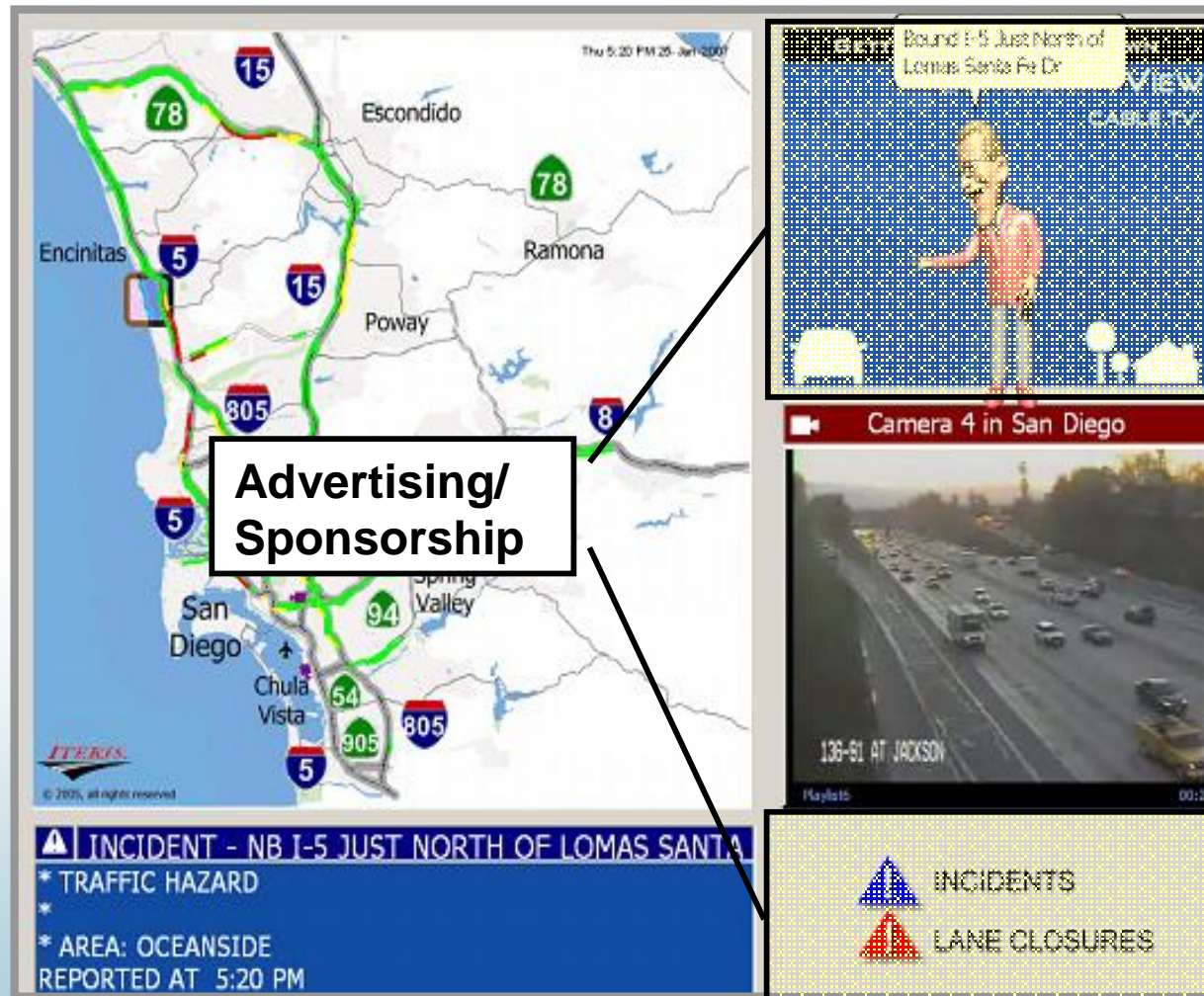
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